

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Your Profit Dollar... it turns faster when you keep Philip Morris brands in your machines

Last year, in total, Philip Morris sales gains were almost 90 million packs more than the rest of the industry combined.

To the profit-minded vendor, that means just one thing: multiple columns for these fast-growing brands: Marlboro, Benson & Hedges, Virginia Slims, Parliament.

You satisfy more customers (and make more money) when you keep Philip Morris brands in your machines all the time. Growth like theirs can mean growth for you, too.

Cigarette sales are up... and Philip Morris leads the way. The figures below show the increases in 1973 over 1972.

	Sales Millions	Sales/Gain Percent	Percent Total/Gain
Total industry	up 22.87	4.1%	100.00%
Philip Morris USA	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.4%	46.1%

SOURCE: The Macmillan Year-End Report, January 1974.
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The Profit Makers come from

PHILIP MORRIS USA

